

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) An information processing apparatus comprising:

a transmitter configured to transmit request information continuously at a particular interval, the request information requesting related information related to a content in a broadcast program being received and including at least one of a title or an author of the content;

a receiver configured to receive the related information corresponding to the request information, and an identification code indicative of a right to receive a particular service upon purchase of a content as a response to the transmitted request, wherein the particular service is related to the broadcast program being received;

a memory configured to store the related information and the identification code which have been received; and

a display configured to display the related information stored in the memory.

2. (Previously Presented) The information processing apparatus according to claim 1, wherein

the transmitter is configured to transmit the identification code together with purchase request information requesting purchase of a content, and

the receiver is configured to receive content data corresponding to the purchase request information, as well as additional data corresponding to the identification code.

3. (Previously Presented) The information processing apparatus according to claim 1, wherein

the transmitter is configured to transmit purchase request information requesting purchase of a content, the identification code, and user identification information to identify a user.

4. (Previously Presented) The information processing apparatus according to claim 1, wherein

the receiver is configured to receive plural identification codes each being the identification code, and

the transmitter is configured to transmit purchase request information requesting purchase of a content, and the plural identification codes.

5. (Previously Presented) The information processing apparatus according to claim 4, wherein the plural identification codes transmitted by the transmitter are those that can be used for a purpose of purchase indicated by the purchase request information, among the plural identification codes received by the receiver.

6. (Previously Presented) The information processing apparatus according to claim 1, wherein

in response to an instruction to purchase the arbitrary content, the transmitter is configured to transmit the identification code indicative of a right to receive a particular service together with purchase request information requesting purchase of the arbitrary content, and

the receiver is configured to receive, together with content data corresponding to the purchase request information, a second identification code indicative of a right to allow the user to receive a particular service when the user further purchases a content.

7. (Previously Presented) The information processing apparatus according to claim 6, wherein

the receiver is configured to receive the content data, the second identification code, and additional data corresponding to the first identification code.

8. (Previously Presented) The information processing apparatus according to claim 6, wherein

the transmitter is configured to transmit the purchase request information, the first identification code, and user identification information to identify the user.

9. (Previously Presented) The information processing apparatus according to claim 6, wherein

the transmitter is configured to transmit the first identification codes, and

the receiver is configured to receive the content data, the second identification code, and additional data corresponding to plural first identification codes each being the first identification code.

10. (Currently Amended) An information processing apparatus comprising:

a memory configured to store related information related to a content in a broadcast program received by a communication device;

a receiver configured to receive request information requesting the related information, wherein the request information includes at least one of a title or an author of the content and is transmitted continuously at a particular interval from the communication device; and

a transmitter configured to transmit the related information to the communication device in response to the request information received by the receiver, and transmitting an identification code indicative of a right to allow a user of the communication device to receive a particular service when the user purchases a content, wherein the particular service is related to the broadcast program received by the communication device.

11. (Previously Presented) The information processing apparatus according to claim 10, wherein the transmitter is configured to transmit one identical identification code as the identification code during a particular time band.

12. (Previously Presented) The information processing apparatus according to claim 10, wherein

the receiver is configured to receive purchase request information requesting purchase of a content, the identification code, and user identification information, from the communication device,

the transmitter is configured to transmit content data corresponding to the purchase request information, and additional data corresponding to the identification code, to the communication device, and

the information processing apparatus further comprises a management unit configured to manage transmission of the additional data by the transmitter for every item of the user identification information.

13. (Previously Presented) The information processing apparatus according to claim 12, wherein the transmitter is configured to transmit the additional data, corresponding to the number of identification codes each being the identification code.

14. (Previously Presented) The information processing apparatus according to claim 12, wherein the identification code includes information indicative of an expiration limit, and the transmitter is configured to transmit the additional data, corresponding to the identification code which has not expired yet.

15. (Previously Presented) The information processing apparatus according to claim 12, wherein the identification code includes service provider identification information to identify a service provider who provides a particular service when the user purchases a content, and the transmitter is configured to transmit the additional data concerning the service provided by use of the service provider identification information.

16. (Previously Presented) The information processing apparatus according to claim 10, wherein

the receiver is configured to receive the identification code indicative of a right to receive a particular service together with purchase request information requesting purchase of the arbitrary content, and

the transmitter is configured to transmit, together with content data corresponding to the purchase request information, a second identification code indicative of a right to allow the user to receive a particular service when the user further purchase a content.

17. (Previously Presented) The information processing apparatus according to claim 16, wherein the transmitter is configured to transmit one identical first identification code as the first identification code during a particular time band.

18. (Previously Presented) The information processing apparatus according to claim 16, wherein the receiver is configured to receive the purchase request information, the first identification code, and user identification information to identify the user,

the transmitter is configured to transmit the content data and additional data corresponding to the first identification code, and

the information processing apparatus further comprises a management unit configured to manage transmission of the additional data by the transmitter for every item of the user identification information.

19. (Previously Presented) The information processing apparatus according to claim 18, wherein the transmitter is configured to transmit the additional data, corresponding to the number of first identification codes each being the first identification code.

20. (Original) The information processing apparatus according to claim 16, wherein the first identification code includes information indicative of an expiration limit.

21. (Original) The information processing apparatus according to claim 16, wherein the first identification code includes service provider identification information to identify a service provider who provides a particular service when the user purchases a content.

22. (Original) The information processing apparatus according to claim 21, wherein the first identification code is authenticated based on the service provider identification information.

23. (Original) The information processing apparatus according to claim 21, wherein the second identification code includes service provider identification information different from the service provider identification information.

24. (Original) The information processing apparatus according to claim 16, wherein the second identification code is a dummy track.

25. (Currently Amended) An information processing method comprising:
transmitting request information continuously at a particular interval, the request information requesting related information related to a content in a broadcast program being received and including at least one of a title or an author of the content;

receiving the related information corresponding to the request information, and an identification code indicative of a right to receive a particular service upon purchase of a content as a response to the transmitted request, wherein the particular service is related to the broadcast program being received;

storing the related information and the identification code which have been received;
and

displaying the stored related information.

26. (Currently Amended) An information processing method comprising:
storing related information related to a content in a broadcast program received by a communication device;

receiving request information requesting the related information, wherein the request information includes at least one of a title or an author of the content and is transmitted continuously at a particular interval from the communication device; and

transmitting the related information to the communication device in response to the received request information, and transmitting an identification code indicative of a right to allow a user of the communication device to receive a particular service when the user purchases a content, wherein the particular service is related to the broadcast program received by the communication device.

27-28. (Canceled)

29. (Currently Amended) A computer-readable recording medium including computer program instructions, which when executed by a computer, cause the computer to perform a method comprising:

transmitting request information continuously at a particular interval, the request information requesting related information related to a content in a broadcast program being received and including at least one of a title or an author of the content;

receiving the related information corresponding to the request information, and an identification code indicative of a right to receive a particular service upon purchase of a content as a response to the transmitted request, wherein the particular service is related to the broadcast program being received;

storing the related information and the identification code which have been received;
and
displaying the related information.

30. (Currently Amended) A computer-readable recording medium including computer program instructions, which when executed by a computer, cause the computer to perform a method comprising:

storing related information related to a content in a broadcast program received by a communication device;

receiving request information requesting the related information, wherein the request information includes at least one of a title or an author of the content and is transmitted continuously at a particular interval from the communication device; and

transmitting the related information to the communication device in response to the request information, and transmitting an identification code indicative of a right to allow a user of the communication device to receive a particular service when the user purchases a content, wherein the particular service is related to the broadcast program received by the communication device.